

# Community Engagement is Evolving

LISTEN | ENGAGE | INFORM

2016 NCAMPO Conference  
May 11, 2016



# What is Traditional Community Engagement?

**Media  
Relations**

**Public  
Involvement**

**Public  
Affairs**

# Traditional Public Involvement

- Develop strategies and plans
- Hold public meetings
- Ensure compliance with local, state, and federal guidelines and regulations
- Document process, comments, and responses



# What is Community Engagement Now?





# WHY CHANGE?



**PARSONS  
BRINCKERHOFF**

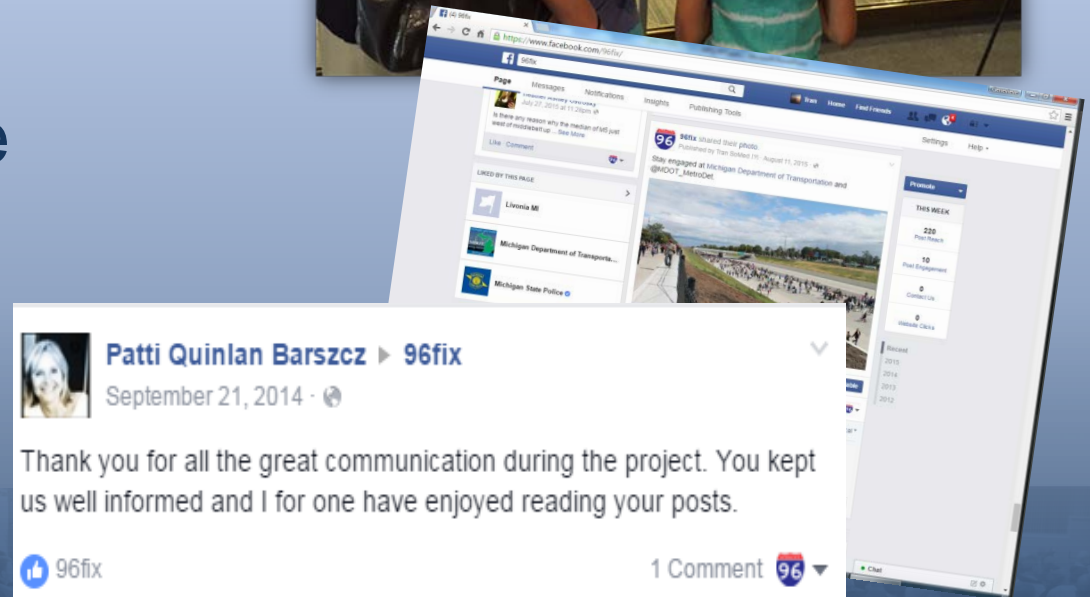
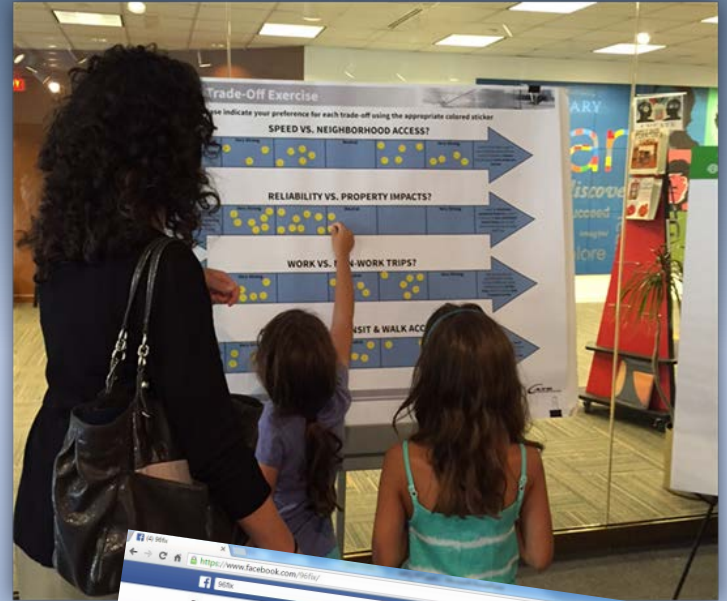
# Technology Has Changed

- Can get news in an instant
- Don't have to go somewhere to be part of the conversation
- Can be his or her own reporter to a mass audience



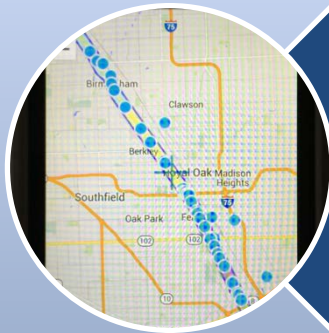
# Approach

- Proactive Public Engagement
- Positive Public Perception
- Customer Service
- Performance Measurement





**LISTEN**  
**Communicate**  
**Visually, Effectively**



**ENGAGE**  
**Incorporate**  
**Innovative Strategies**



**INFORM**  
**Elevate Your Project**

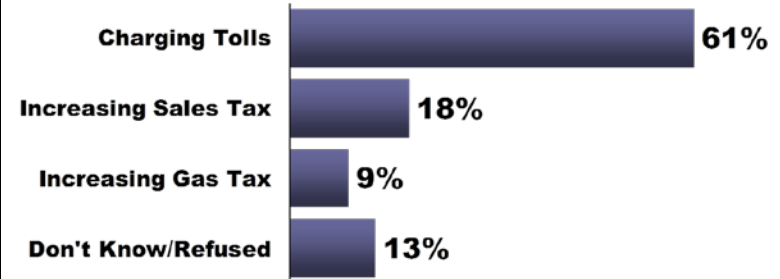


# LISTEN

# Listening Strategies

- Telephone Interviews
- Personal Surveys
- Focus Groups
- One-on-One Interviews  
“Grass-tops” perspective

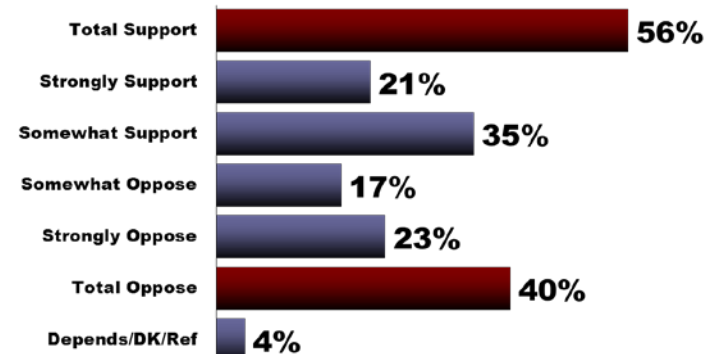
“For the roads we have been discussing, if money needs to be raised for adding new lanes, how would you prefer to pay for those new lanes?”



**If they said none of these:**

“If one of these was going to be done, which one would you prefer?”

“Based on what you know at this point, do you [support/oppose] the construction of new express toll lanes for roads we have been discussing?”



# CommentSense®

State :

Zip Code :

Telephone

Email Address

Submission

Submission

Mailing List

Desired Feedback



## I-89 Exit 10 Northbound Traffic Pattern Change – July 14, 2015

I-89 Bridges Project  
AOT Project No: IM 089-2(43)

**Project Location:** The I-89 Bridges Project is located at Exit 10 on I-89 in Waterbury

The newly reconstructed I-89 Southbound Bridge at Exit 10 opened to one lane traffic on July 10th and Southbound I-89 thru traffic was redirected onto the new bridge.

This afternoon, I-89 Northbound thru traffic (left lane) will be shifted onto the Southbound Bridge to allow the contractor to close the Northbound Bridge and begin reconstruction.

The Northbound Exit 10 Off-Ramp traffic pattern will remain unchanged.

Advance warning signs and traffic control devices are in place to direct motorists through the crossover traffic pattern.

Please focus on safety when driving through the construction work zone. It is against the law to use a hand held cell phone while driving.

Contact Francine Perkins, 802-479-6994 with questions.

Website: <http://watp.vtransprojects.vermont.gov/>

Facebook: <https://www.facebook.com/pages/Waterbury-Works-Transportation-Projects/674775505949928>

Twitter: <https://twitter.com/WaterburyWorks>

Form fields for user input, including a large text area and several smaller input boxes.

orhood signs

ction

# ENGAGE



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# Communicate visually, effectively



# Pop-Up Events

- Engage a new group/population
- Relatively inexpensive
- Engage the community in their environment



# Electronic Polling

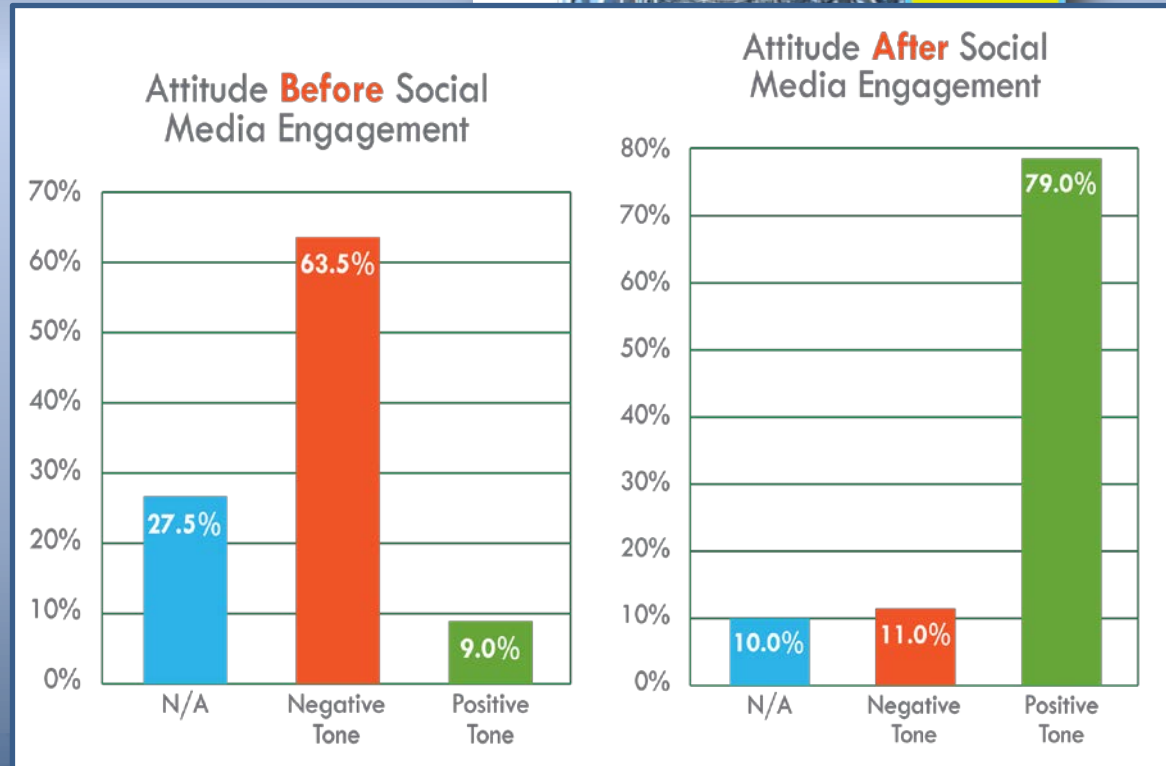
- Live feedback
- Facilitates conversation
- Provides anonymity





# Social Media Engagement

- Directly connects you with project stakeholders
- Cost effective
- Social Media Policy
- Develop metrics to show ROI





# INFORM



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# Incorporate Innovative Strategies



Transform



ATL  
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# Elevate your project

## METRO EXPRESSLANES

ExpressLanes are now open.

Get FasTrak® at AAA and save 20% or visit Albertsons or select Costco stores and save 10%.

**Metro ExpressLanes**  
1,032 like this · 5 were here · 217 talking about this

**Metro ExpressLanes**  
CARPOOL RULES ON EXPRESSLANES: 1st, you MUST have a transponder. 2nd, on the I-10, vehicles with three or more occupants will be able to use Metro ExpressLanes with two occupants between 7pm and 7am, but will have to pay the toll. For more information, click on the overview link: <http://la.southcentralmetro.com/expresslanes> and carpooling-the-fast-way.

**Metro ExpressLanes**  
"Thanks Bedford, we will change it!" on Benjamin Kuo's post on Metro ExpressLanes's wall.

Conversation

Back

**ExpressLanes** 1 hour ago

Los clientes que viajan con frecuencia en transporte público pueden obtener créditos de peaje en los corredores Metro ExpressLanes.

jamucsb

1 hour ago

@ExpressLanes wow you speak Spanish too!

ExpressLanes

1 hour ago

@jamucsb Claro que si - las ExpressLanes son para todos

North Carolina's AMTRAK ncllytrain.org

Simple and stress free

## North Carolina Rail Awareness Survey

The North Carolina Department of Transportation (NCDOT) is conducting a survey to gauge public awareness on passenger rail. Amtrak and NCDOT provide daily train services between Charlotte and Raleigh, and cities in-between, called the Piedmont. For participating in this survey you will be eligible for **four free round-trip train tickets** within North Carolina, onboard the Carolinian or Piedmont. If you wish to be entered in the drawing please provide your contact information at the end of the survey. NCDOT thanks you for participating in this survey and for providing valuable feedback.

- What is your zip code?  
\_\_\_\_\_
- Do you know there is daily train service between Charlotte, Raleigh, Rocky Mount, and New York City?  
 Yes  
 No (Please skip to number 6)
- If yes, have you ridden the train?  
 Yes, I ride the train regularly. (Skip to number 6)  
 Yes, I just experienced my first trip and plan to continue riding. (Skip to number 9)  
 Yes, I have ridden the train but not regularly.  
 No
- Do you know that these routes are named the Piedmont (Charlotte to Raleigh) and the Carolinian (Charlotte to New York City)?  
 Yes  
 No
- How often do you travel to areas between Charlotte and Raleigh?  
 Daily  
 Weekly  
 Monthly  
 5-10 times a year  
 3-4 times a year  
 Less than 2 times a year  
 Never
- How often do you travel to areas between North Carolina, Virginia, Washington D.C., New Jersey and New York?  
 Daily  
 Weekly  
 Monthly  
 5-10 times a year  
 3-4 times a year  
 Less than 2 times a year  
 Never
- If you do not ride the train regularly, why not? (Please select all that apply)  
 Cost  
 Connectivity  
 Schedule and/or frequency  
 Previous experience  
 Safety concerns  
 Travel time too long  
 Train amenities  
 Gas prices  
 Do not like the way the train looks  
 Do not feel the service is reliable  
 Would rather drive  
 Need a car at my destination  
 Did not know about it  
 Have not had a need to take it  
 OTHER \_\_\_\_\_



# Comment Video

## Summary of Comments Received

NECI public meeting #1 (Sugaw Creek Presbyterian Church) – October 28th 2014

NECI public meeting #2 (Sugaw Creek Presbyterian Church) – May 14th 2015

NECI “Pop-Up” meeting #1 (Birdsong Brewery) – June 9th 2015

NECI “Pop-Up” meeting #2 (Area 15) – June 15th 2015

NECI “Listening Tour” (Belmont Center) – June 18th 2015



# Questions?

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